



Fundamentals and Benefits of CI/CD for business people

... or how to ensure we get all
the benefits of automation

What is exactly CI/CD

- **Continuous Integration:** the practice of merging all developer working copies to a shared mainline several times a day.
- **Continuous Deployment:** the software engineering approach in which the value is delivered in small chunks through automated deployments.

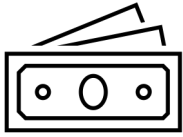
Continuous Integration + Continuous Deployment = Continuous Delivery

Why do we need CI/CD ?

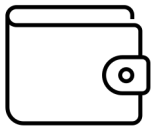
By following **CI/CD practices**, we **increase** our company's **ability to deliver** our products and services faster than our competitors, this bringing a **huge competitive advantage!**

Other advantages are:

- Reduce Cost
- Avoid Cost
- Increase Revenue
- Protect Revenue



How CI/CD can help avoid/reduce costs



Spending less time on issues that appear from new code

Testing will take less time

Avoid security issues that can cost both huge amounts of money and reputation

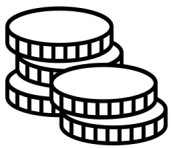
Follow every time same high quality deployment process, no human error involved

Ensure best-practices in resource usage and clean-ups

Less bugs reaching production environments



How CI/CD can help increase/protect revenues



New revenue streams from newly released features

Shorter time for a feature to be released

Decrease time when production systems will be down, because of a bug/issue

Ensure there is a back up plan that can be quickly accessed when things don't go as planned ☹️



Is it only about money?

No, CI/CD ensures mainly that **our customers are satisfied** with our product quality and they feel that are heard when they say they want new features.

With CI/CD we have **a way of developing them quicker!**